



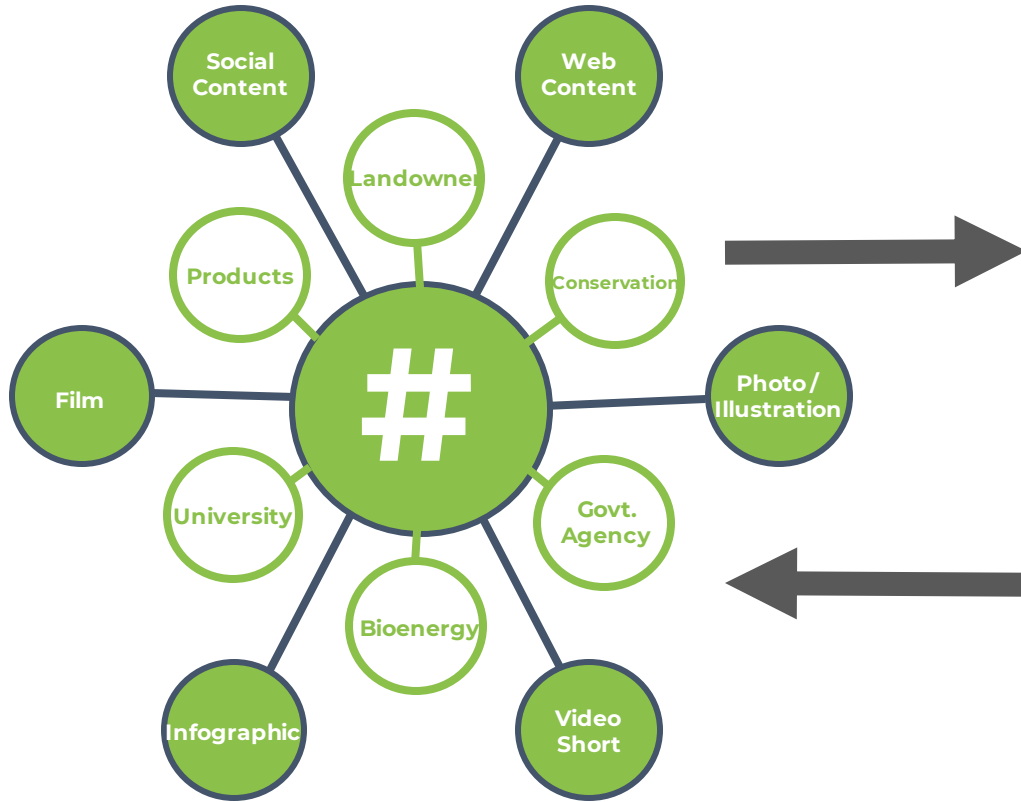
**#forestproud**

a program supporting forest climate solutions.

**Program Overview**

# #forestproud

**What We Do.**  
We Create Original Content



#forestproud creates original content and programs that connects the dots between forests – and all the products and benefits they provide – and the role they play in providing solutions to some of society’s most pressing challenges, like climate change.

Content is flexible, yet engaging. This means it works for the larger forest sector while still being compelling enough to compete with the awesome cat and baby pictures you receive online.

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## REIMAGINING OUR CITIES

### Urban Tree Canopy. AKA the urban forest from above.

What is it, why do we measure it, and why does it matter for climate goals?



NOT SURE IF YOUR  
NEIGHBORHOOD  
TREE IS CLIMATE-  
RESILIENT? CONTACT  
YOUR LOCAL ISA  
CERTIFIED ARBORIST.



### Mass Timber + Affordable Housing



### Urban Forestry: The Need for Green Among The Gray



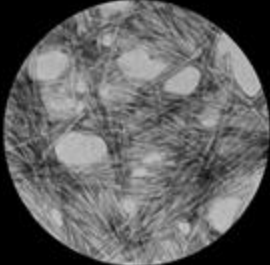
BUILDING WITH  
FORESTS MAKES  
EVERYTHING  
BETTER

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## RETHINKING OUR CARBON FUTURE



One millionth the size of the head of a pin, these unique physical and chemical structures make natural fibers as strong as steel, and 80% lighter.


**Just add wood: a microscopic climate solution**



**TOTAL ECOSYSTEM CARBON**

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WHAT IS EMBODIED CARBON?



While they may be hard to see, embodied carbon accounts for **11% of all human-caused emissions on the planet.**

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### The Future of Fuel | Biomass

an Enviva case study



# The Future of Fuel

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**50% STORED CARBON**

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### Battle Royale: Orca 🐋 vs. 🌲 Tree

Carbon Storage | Climate Tech vs. Natural Climate Solutions



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# RECONNECTING PEOPLE + FORESTS



## Restoration in a Fire Forest: The Benefits of Burning



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## NANOCELLULOSE web project



# Wood is the new concrete.



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One millionth the size of the head of a pin, these unique physical and chemical structures make natural fibers as strong as steel, and 80% lighter.

**NANOCELLULOSE**  
Find out what it's all about  
[www.woodisthenewconcrete.com](http://www.woodisthenewconcrete.com)

- ❑ grant sub-contract via **US Endowment**
- ❑ Project timeline: August '22 – Jan '23.
- ❑ Website, film, social assets + paid campaign
- ❑ Collab w. **USFS + Endowment** for press release + social campaign launch
- ❑ 2nd project under negotiation

[WWW.WOODISTHENEWCNCRETE.COM](http://WWW.WOODISTHENEWCNCRETE.COM)

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## Mass Timber + Affordable Housing

HEARTWOOD | A mass timber project feature



# MASS TIMBER HOUSING film project

- in-kind + private investment from **AWC + TimberLab Swinerton**
- August '22 – Jan '23.
- Fence print screen + film
- 2nd project under negotiation
- Film project to be completed and shown at the Mass Timber Conference
- [Blog feature](#)

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- ❑ in-kind + private investment from **AWC + TimberLab**
- ❑ Project timeline: August '22 – Jan '23.
- ❑ Fence print screen + film shoot
- ❑ 2nd project under negotiation
- ❑ Film project to be completed and shown at the Mass Timber Conference

## TIMBERLAB FENCE project





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## CAMP CANOPY collaboration



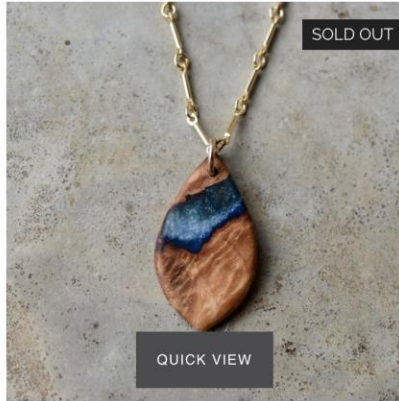
Summer camp hosted by **OH DNR + Ohio Forestry Association**

- ❑ 45 co-branded shirts for high school students attending
- ❑ cost share on printing
- ❑ Forestry education included forest-climate messaging + handouts about #forestproud
- ❑ Camp instructors received #forestproudshirts + swag to give to campers



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## HANDMADE JEWELRY dollar-for-dollar



Earth Series Necklace

\$45.00

New Arrivals, Necklaces · New Arrivals, Necklaces



Must Have Been the Roses  
Necklace

\$65.00

New Arrivals, Necklaces · New Arrivals, Necklaces



Black Walnut Sterling Silver Inlay  
Necklace

\$55.00

New Arrivals, Necklaces · New Arrivals, Necklaces

**Silvatica Designs** | \$1 per sale donated to support the program

*Each sale includes a #forestproud sticker + printed insert educating customers on how wood stores carbon (+ circular local economies and waste avoided)*

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## URBAN WOOD film series

**USFS + CALFIRE + Urban Wood  
Economy** hosted the CA Urban  
Wood Academy in Dec 2022.

*#forestproud* partnered to film the 2.5-  
day academy + create 2 promotional  
films, a lecture-style professional  
education online learning series, social  
campaigns, and supporting social assets.  
*Subcontract awarded.*

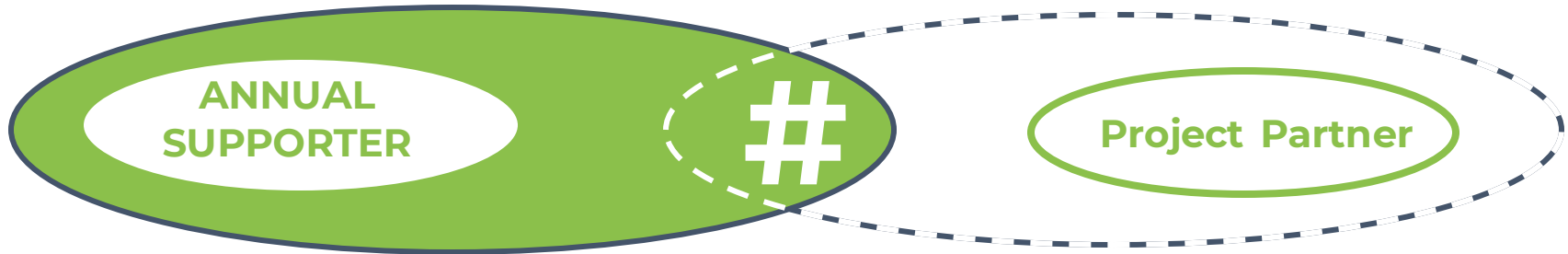
*Jan – July 2023*



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## Supporter vs. Partner

Engage Where It Makes Sense\*



- Content library access
- Social collateral + toolkits
- Affiliation with the brand + community
- Support program mission
- Newsletters + comms insights
- Discounts on project costs + swag
- Advisory Board participation

- Collaborative short-term projects, focused on a place, program, or product
- Leverage brand + audiences + social/creative expertise
- Open or Closed project model

\*Rep

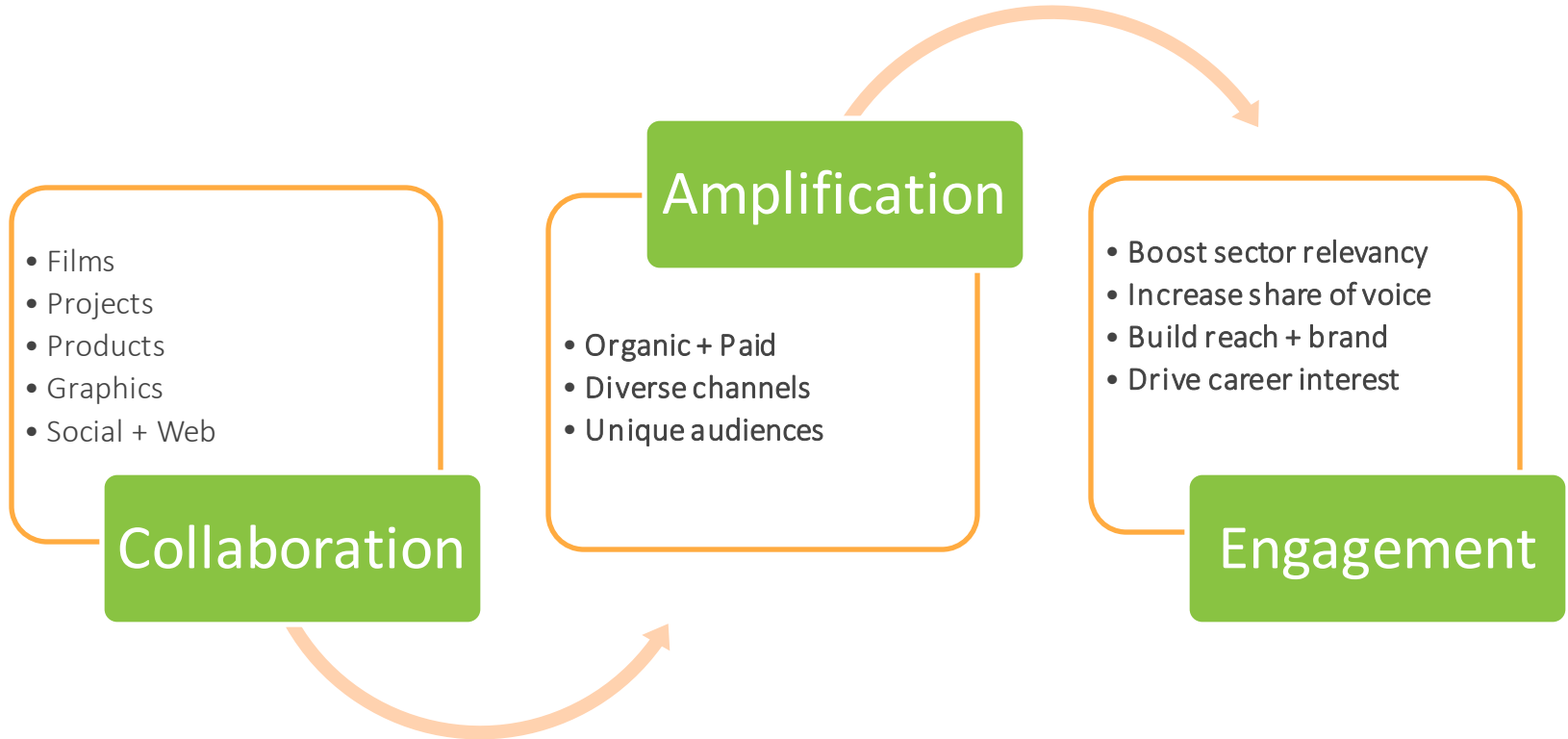
\*Donate

\*Like/Share/Follow

# #forestproud

## What We Do.

We Amplify People, Products, and Possibilities.

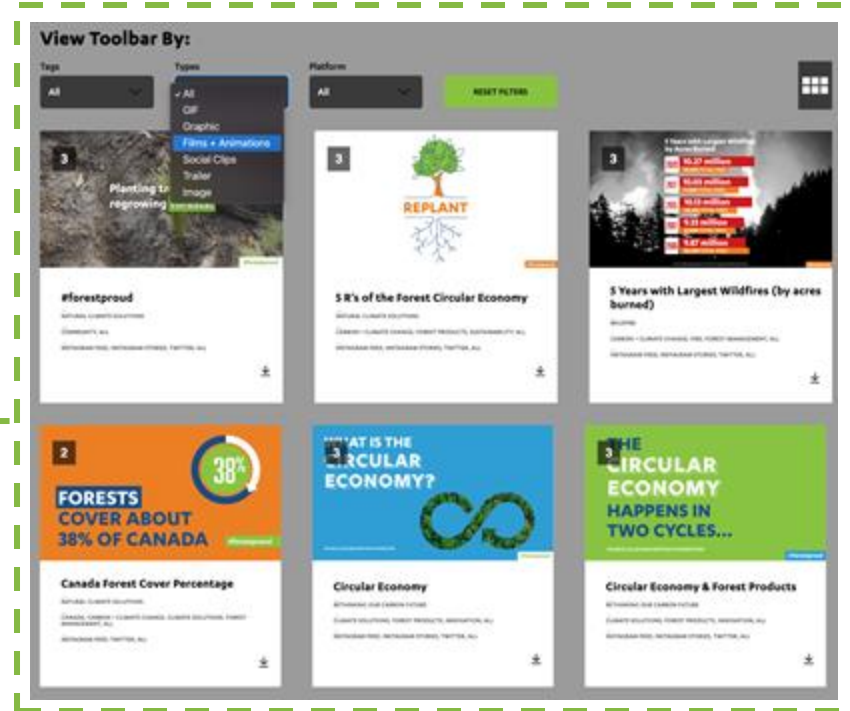


# #forestproud

## How to Engage.

Not a one-size-fits-all

- **Like/Share/Follow Us** @forestproud. Use the hashtag.
- **Rep #forestproud via [Swag](#) + Social** (Program coming soon)
- **Up Your Comms Game** via the [Communicators Note](#)
- **Use the Content [Content Library](#)**
- **Be a Supporter** Help us shape content & campaigns
- **Become a Partner** Let's collaborate on a project
- **Donate** Help us promote forests as climate solutions



**Focus.** Forest Climate Solutions.

**Strategy.** Content Creation, Curation, and Amplification

**Audience.** 18- to 34-year-olds. Beyond the Sector. Engaged on Climate.

**Programs.** Social Campaigns. Ambassadors. Brand building. Projects.

**Goals.** Platform Growth. Audience Engagement. Increase Share of Voice.